



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Phillip Y. Goldman, et al.

Serial No: 09/264,432

) Art Unit
) 2614

Filed: March 8, 1999

Confirmation No.: 3073

För:

SYSTEM AND METHOD OF INSERTING
ADVERTISEMENTS INTO AN INFORMATION
RETRIEVAL SYSTEM DISPLAY

RECEIVED

JUN 23 2003

Technology Center 2600

Examiner: Scott E. Beliveau

AMENDMENT "C" AFTER FINAL

FILED AS A PRELIMINARY AMENDMENT WITH AN RCE

Mail Stop AMENDMENT – FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Responsive to the Office Action dated March 26, 2003 (paper No.16), Applicant respectfully requests entry of the following amendments and reconsideration of the pending claims, and the further remarks herein.

Amendments made herein are in accordance with the permissive rules released January 31, 2003 (see <http://www.uspto.gov/web/offices/pac/dapp/opla/preognotice/revamdtpac.htm>).